



## **Bass Pro Shops and Mack's Prairie Wings announce union founded on passion and commitment to customers and conservation !**



*Renowned waterfowl specialist partners with Bass Pro Shops to create unmatched center of excellence for waterfowl hunters worldwide*

**Stuttgart, Ark. (May 17, 2024)** – Mack's Prairie Wings and Bass Pro Shops announced today a new partnership between the iconic outdoor brands. Founded in 1944, Mack's Prairie Wings is America's Premier Waterfowl Outfitter based in Stuttgart, Arkansas, revered as the duck capital of the world.

The driving force behind the partnership is the strikingly similar history and passion of the companies. Both entities were founded by visionaries passionate about the great outdoors. Noted conservationist and Bass Pro Shops founder Johnny Morris and Mack's Prairie Wings founder M.T. "Mack" McCollum, and his son Marion McCollum,

started their shops from humble beginnings and grew their businesses to become the iconic brands trusted by sportsmen worldwide.

“Today is a happy day for all of us at Bass Pro Shops and we’re humbled to share this announcement which centers around passion,” said Morris. “We greatly admire the passionate specialist team at Mack’s Prairie Wings for their commitment to serve the waterfowl community. By uniting, our hope is to amplify the impact of our combined expert knowledge to better serve customers and increase our shared commitment to conservation.”

Both brands have an unwavering passion for conservation, an unmatched assortment of quality products and strong reputations for delivering genuinely friendly customer service. Uniting these brands presents a “win-win” opportunity for outdoor enthusiasts everywhere.



From left, John Paul Morris, Ginger Holladay, Chuck Lock and Johnny Morris

“Our employees are going to benefit tremendously from this partnership,” said Ginger (McCollum) Holladay, partner of Mack’s Prairie Wings and granddaughter of founder Mack McCollum who worked alongside her dad Marion in the shop for most of her life. “The excitement that Johnny and John Paul Morris have for our business and our employees is unmatched. I think my dad would be very proud,” Ginger continued.



Bass Pro Shops (left) and Mack’s Prairie Wings (right) were born from passion with humble beginnings and have remained steadfast in their commitment to serving customers and supporting conservation

Chuck Lock, partner of Mack’s Prairie Wings added, “Customers are going to benefit from Bass Pro Shops and Mack’s partnership as two specialty stores selling fun in the great outdoors. We look forward to growing together with our new partners.”

Mack’s Prairie Wings is a 125,000 square-foot waterfowl mecca and has long been a great destination for waterfowl hunters and a proud sponsor of the renowned Wings

Over The Prairie Festivals. As lifetime sponsors of some of the most well-respected conservation organizations, Mack's is highly regarded for the expertise of their team, over 60 members strong.

### **Applauded by Conservation Leaders**

“What an exciting opportunity to celebrate this moment with my Outfitter friends from Bass Pro Shops who make such a difference in the fabric of conservation and outdoor experiences all across North America,” said Adam Putnam, CEO of Ducks Unlimited. “This coming together of two multi-generational family businesses represents the passion of the outdoors and waterfowling family experiences. I can’t wait to walk through the doors of Mack’s Prairie Wings this fall with thousands of other outdoorsmen and women, knowing these two multi-generational families have come together to guarantee that Stuttgart will continue to be the duck capital of the world.”

[Click here](#) to watch a video about the union of two iconic brands.



Adam Putnam,  
Ducks Unlimited CEO